

Rep Order# 8877313 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37501

Printed: 10/04/2012 2:19 PM
Last Received: 10/04/2012 1:34 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () DEMO SEN CAMPGN COMM
Product issue
Estimate# 1970
Buyer Maura Gilroy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1970
Flight Dates 10/04/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$64,250
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	M	600A-700A	8 NEWS NOW AT 6A	:30	\$1,400.00	10/08-10/08	2	1	2	\$2,800.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*2	M	700A-900A	CBS THIS MORNING	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*3	M	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/08-10/08	2	1	2	\$2,200.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*4	TH	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	TH	1230P-200P	SOAPS	:30	\$1,350.00	10/04-10/04	1	1	1	\$1,350.00	
				Sales Remark: V3 . V3 More than 2 codes changed								
	*6	TH-F,M	200P-300P	THE TALK	:30	\$1,350.00	10/04-10/08	0	0	0	\$0.00	
				Sales Remark: V3 . V3 Comment Changed, Spots/week Changed								
	7	TH-F,M	300P-400P	ELLEN	:30	\$1,600.00	10/04-10/08	2	1	2	\$3,200.00	
	8	TH-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/04-10/08	2	1	2	\$3,200.00	
	9	TH-F,M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/04-10/08	2	1	2	\$3,400.00	
	*10	M	700P-800P	ET/INSIDER	:30	\$3,000.00	10/08-10/08	2	1	2	\$6,000.00	
				Sales Remark: V3 . V3 More than 2 codes changed								
	*11	SA	800P-1000P	KLAS MOVIE	:30	\$3,500.00	10/06-10/06	2	1	2	\$7,000.00	
				Sales Remark: V3 . V3 Comment Changed, Spots/week Changed								
	*12	M	900P-1000P	2 BROKE GIRLS/MIKE & MOLLY	:30	\$20,000.00	10/08-10/08	1	1	1	\$20,000.00	
				Sales Remark: V3 . V3 More than 2 codes changed								
	*13	TH-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	10/04-10/08	3	1	3	\$7,500.00	
				Sales Remark: V3 2X ON MON V3 Comment Changed								
	14	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/06-10/07	1	1	1	\$1,100.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*15	TH-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/04-10/08	1	1	1	\$950.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*19	SU	800A-830A	NEWS	:30	\$2,200.00	10/07-10/07	1	1	1	\$2,200.00	
		Sales Remark: V3 .										
		V3 Added										
	*20	TH-F	1237A-137A	LATE LATE	:30	\$475.00	10/04-10/05	2	1	2	\$950.00	
		Sales Remark: V3 .										
		V3 Added										

---REPORT TOTALS---

Report Totals: 26 / \$64,250.00

---SALES MONTHLY TOTALS---

Oct 12: 26 / \$64,250.00
Sales Totals: 26 / \$64,250.00
Station Totals: 26 / \$64,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$214,167	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+